

## **Sustainable Energy Committee - Minutes**

Conference Room G - Town Hall

**Friday, March 18, 2011**

**7:45 am – 9:10 am**

### **Committee Members Present:**

Suzy Littlefield, Chair  
Christopher Ketchen  
Scott Bender  
Robert Cooper  
Ellen Korpi  
Molly Fairchild, Sustainable Energy Coordinator

Absent: Richard Joyce, Beth DeSombre

### **Meeting called to order at 7:45 am**

**Citizen Speak** –no one present

**Approval of Minutes** from 2/18/11 & 3/04/11, as amended

### **Business: Outreach**

**Residential Outreach Calendar** - Mr Bender shared the excel spreadsheet that is used to map out the year's activities for Outreach. There is a theme for the season, and a sub-topics for each month, and has changed to a goal of weekly emails (at least as content and time allows) with a short message and action for the week lead by example section – ask the month before to invite people to write in story on a subject from a local resident. One survey question will be included to gather input to provide some Wellesley specific data for the next week on the specific topic – for example, a survey of motivating interest in Sustainability: Economic, environmental or political interest? This will create a two- way communication, so we will both ask and report. There will also be a shorter blurb (1-2 paragraphs) to build the webpage with really relevant info for the Town.

**Sustainable Wellesley Website** Mr Bender reported that on his discussion with Phyllis Theermann of the GreenSchoolsCommittee (GSC) about how best to collaborate, and a link on the SustainableWellesley website to the GSC information.

**Next steps for outreach** Mr Bender described the three phases of the next step of outreach.

1. Get connected with outreach to the community
2. 1<sup>st</sup> release requesting volunteers
3. Ask residents to commit to reducing energy use 10% by 2013 and join our list

This content will be used for the Townsman article for next week.

Mr Cooper recommended adding a column for the lead by example story.

**Coordinating Communication on Sustainability** The Committee discussed the best way to share calendar information and receive updates from other groups, to create a central coordination of Sustainability information for the Town in a living document. Mr Bender indicated that we will need a “team” to routinely request and collect info for the calendar, using a google calendar.

**Mr. Ketchen** offered Town resources as needed.

Ms Littlefield noted that having the calendar on the Houses of Worship would not want to be on Town Website, so this broader community calendar fits with the Sustainable Wellesley volunteer based website.

Ms Fairchild offered to coordinate the monthly Sustainable partners’ distribution list to provide updates for the calendar from the town departments and organizations, including the RDF’s monthly recyclable.

Mr Bender noted that photos would also be welcome as well as content.

All agreed that although we may consider a discussion board in the future – it could be difficult to manage, at this time.

Mr Bender noted that the SEED-fest at Sprague Elementary School (Sprague Environment and Energy Defenders) Festival on May 1<sup>st</sup>, will be another opportunity for community outreach.

Ms Littlefield offered that she will communicate with Cathy Brauner at the Townsman about our plans for up-coming articles.

**LOGO and Banner graphics** Mr Bender reported that we need to develop the logo and banner, and the next GreenScene e-letter will include a request for volunteers for SustainableWellesley.

Ms Littlefield suggested that there are talented students at Wellesley High who could help with this.

**Summer Cooling** Ms Korpi reported that she has scaled back from needing a “task Force” for the Summer Cooling initiative, but will prepare a one-page (2-sided) deliverable and a townsman article.

**Behavior Change** Ms Fairchild noted that Ms DeSombre teaches a course “Social Causes and Consequences of Environmental Problems” in the Environmental Studies Department at Wellesley College. The course addresses “different strategies for changing environmental behavior”., so will ask her to give us a guidance on developing our approach to outreach, rather than looking for other “experts”.

### **Hardware Stores and CFLs**

Mr Cooper reported on meetings with both ACE and Green’s hardwares, Just an introduction to let them know our plans and that we will let them know before the Townsman article on CFL’s so that so that they could each do a promotion around it.

Mr Bender suggested that we ask what product the hardwares have for summer cooling, to reference a product. He would like to develop a wheelable display about CFLs for seminars with the help of the Hardwares.

**Voluntary Renewable Energy Program (VREP) and WMS Solar** Ms Littlefield reported due to balance the budget the solar project for WMS is on hold.

**Meeting adjourned** at 9:00 a.m.

**Next meeting:** April 1